



# PLANET News Ad Submission Guidelines

## MATERIALS DEADLINE:

Note: It is PLANET's policy to automatically pick up your most recent ad unless you provide new instructions and/or artwork by PLANET's materials deadline.

For all months, the materials deadline is the 1st of the month that precedes the issue (for example, February 1 for the March issue). If the 1st falls over a weekend, then the deadline is the Friday before.

## HOW TO SUBMIT FILES:

### On disk:

CD or DVD preferred. Floppy disks or Zip disks (100 MB) are also acceptable. **MAC FONT FILES MUST BE COMPRESSED USING STUFFIT BEFORE COPYING TO DISK** (all of the fonts may be compressed into a single StuffIt file).

### By e-mail:

Files may be e-mailed as attachments, but each attachment should be no larger than 15 MB. Please use WinZip or StuffIt to compress files before e-mailing.

**Please Note: MAC FONT FILES MUST BE COMPRESSED USING STUFFIT BEFORE E-MAILING.**

**MAC FONTS (EITHER E-MAILED OR PROVIDED ON DISK) MUST BE PROVIDED IN A STUFFIT FILE.**

Digital files may be sent directly to PLANET's graphic designer at:

Marlene Hochberg  
Modern Type & Design  
9315 Walden Road  
Silver Spring, MD 20901  
Phone: (301) 562-4999  
Fax: (301) 587-0007  
E-mail: [marlene@moderntype.net](mailto:marlene@moderntype.net)

File attachments up to 15 MB in size (please compress files with WinZip or StuffIt before e-mailing) may be e-mailed to: [marlene@moderntype.net](mailto:marlene@moderntype.net)

### By FTP/HTTP:

If you have your own FTP or Web space, you can also upload your files to your space and notify Marlene Hochberg ([marlene@moderntype.net](mailto:marlene@moderntype.net)) when files are ready for download. Please use WinZip or StuffIt to compress file size before uploading.

To upload ad files to PLANET's FTP space, call Christa Walker at (800) 395-2522 or send an e-mail to [christawalker@landcarenetwork.org](mailto:christawalker@landcarenetwork.org) for instructions.

# PLANET News Ad Submission Guidelines

(continued)

## PLATFORM:

PC or Mac (PC preferred)

## PREFERRED FILE FORMATS:

### Page layout programs:

QuarkXPress (versions up to 7.3), InDesign (up to version 5/CS3), or PageMaker. QuarkXPress and InDesign preferred. Please provide all linked graphics and fonts.

### Drawing programs:

Adobe Illustrator (up to version 13/CS3), FreeHand (up to version 10), CorelDraw (up to version 12), or EPS files exported from a drawing program. Fonts must be provided unless text has been converted to paths or outlines.

### Photo editing program:

Photoshop (TIFF, PSD or EPS file formats)

### Bitmap file formats:

TIFF format is preferred. CMYK or grayscale image resolution should be 400 dpi (300 dpi is acceptable); black and white bilevel TIFFs should be 1200 dpi. Web resolution (72-150 dpi) files are **NOT** acceptable.

Although JPEG files are not preferred, they *might* be usable if they are high resolution (see the guidelines above for TIFF resolution), with minimum compression. BMP files *might* be acceptable if they are at least 300 dpi. GIF files are very low resolution (72 dpi) and are unacceptable for printing.

## PDF:

PDFs should be created using high-resolution (400 dpi preferred; 300 dpi is acceptable), press-optimized job options. All fonts must be embedded. Please be sure to include bleed area (if applicable). If using crop marks, please be sure they are offset from the image area.

## COLOR:

All files must use CMYK or Pantone Process colors. Pantone spot colors will be converted to the closest match CMYK colors. RGB color is not usable. Files sent in RGB mode will be converted to CMYK.

## PROOFS:

Please provide printed proofs for all ads.

## FONTS:

Please provide all necessary fonts for QuarkXPress, PageMaker, or InDesign files. If you are sending a file in Illustrator, FreeHand or CorelDraw format (or an EPS exported from one of those programs), please provide fonts unless text has been converted to paths or outlines.

**Please Note: MAC FONT FILES MUST BE COMPRESSED USING STUFFIT BEFORE E-MAILING.**

**MAC FONTS (EITHER E-MAILED OR PROVIDED ON DISK) MUST BE PROVIDED IN A STUFFIT FILE.**